2014 HYUNDAI **EQUUS**

Information Provided by:
DEALER
E-PROCESS

TIME MARCHES ON.

SHOULDN'T THE LUXURY SEDAN OWNERSHIP EXPERIENCE, TOO?

EQUUS ULTIMATE in Platinum Metallic

Information Provided by:
DEALER

It's not enough anymore to engineer a luxury performance sedan filled with state-of-the-art luxury amenities. One guided by advanced safety and information technologies. And wrapped in a body designed to quiet the wind...while leaving onlookers speechless. All of that is just your ticket to the dance.

It's 2014. You have to dig deeper, and think smarter. You have to ask yourself: As the owner of a luxury sedan, what is it I really want?

At Hyundai, we know you want a luxury sedan engineered to do what ordinary cars only dream is possible. But what also intrigues us, as we suspect it does you, is the possibility of an entire car company that's engineered to do more. An entire company that dreams bigger.

We've been creating that car company. Which is why, in acquiring a Hyundai Equus, you'll get more than just a superbly engineered automobile. You'll enjoy a highly personalized experience that begins even before you become an Equus owner. Considering a test-drive? We'll bring an Equus to you at your home, office or wherever you'd like.

Owning an Equus means you may never have to set foot in our service center. Ever. When it's time for service, contact us by phone or through the downloadable Equus Owner Experience iPad® app, and we'll come to you, exchange your car for a Courtesy Replacement Vehicle, then return your Equus when it's ready.[1]

It's 2014. Time for new thinking. And new possibilities.

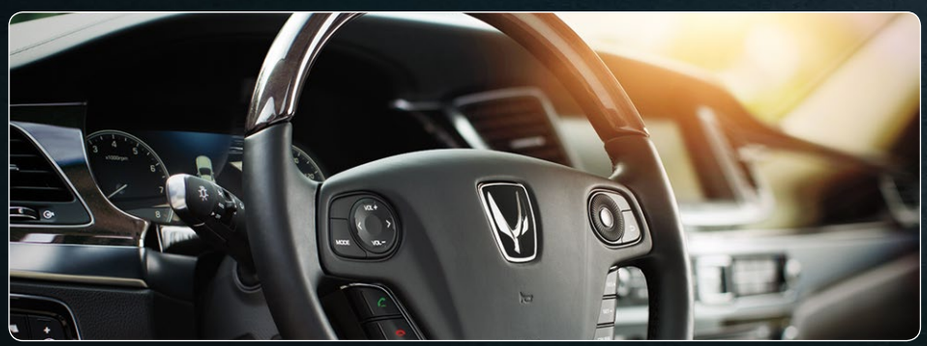
[1] iPod® and iPad® are registered trademarks of Apple Inc.

TO MOVE FORWARD, GO BACK.
TO THE DRAWING BOARD.

Attend any of the world's most important auto shows these days, and you'll find Hyundai drawing a crowd. It seems everyone wants a closer look at how Hyundai designers imagine reshaping the future.

Inside and out, the 2014 Equus reflects our belief that an automobile's sheet metal shouldn't punish the wind. Instead, it should glide through it, undisturbed. Our designers went back to the drawing board, intent on evolving the details of Equus from front to rear. They returned with refinements that include a new grille, brilliant Xenon HID headlights with new LED fog lights, reshaped power folding side mirrors, revised LED taillights and new 19" alloy wheels.

Step over the illuminated sill plates into the Equus interior, and you'll find Hyundai designers made significant enhancements there, too. To learn more, inquire within.



Information Provided by

EQUUS ULTIMATE in White Satin Pearl

Information Provided by
DEALER

HOW DO YOU REWRITE **A SYMPHONY?**

A luxury sedan is a mechanical symphony. Thousands of elements come together to create an experience that's powerful. Soothing. Exhilarating. And soulful. One element at a time, Hyundai engineers have made the 2014 Equus – a car already lauded in the automotive press – even finer, with every detail reconsidered until its artistry and functionality crescendo to a new, even higher standard.

In the process, they developed more than 300 test models. With each iteration, Equus was honed into a performance-oriented luxury sedan capable of delighting the most demanding owners.

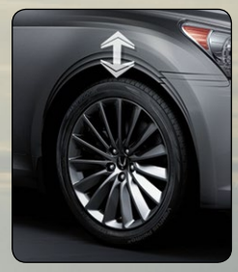
The smooth delivery of power from a category-defining Tau® V8 engine is optimized by fluid shifting through a state-of-the-art 8-speed SHIFTRONIC® automatic transmission.

For 2014, our engineers also revised the ride and handling, using Hyundai's secret lab – our proving grounds in the harsh extremes of the California high desert – to fine-tune its Electronic Air Suspension with driver-selectable settings. At the press of a button, Equus offers you a firmer, sporty feel of the road. Or, if the road is covered in snow, you can select a drive setting specifically suited for those conditions.

EQUUS ULTIMATE in White Satin Pearl

429-Horsepower Engine

The torrents of power at your command flow from advanced engine technologies like Dual Continuously Variable Valve Timing and Gasoline Direct Injection. GDI sprays a fine mist of fuel (highly-pressurized at a rate in excess of 2100 PSI) directly into each cylinder of the Tau V8, optimizing both power and fuel efficiency.



Electronic Air Suspension

The 2014 Equus features a retuned Electronic Air Suspension with automatic ride-height control and Continuous Damping Control. Ride-height control maintains consistent vehicle height and pitch regardless of the number of passengers or load onboard. At high speeds, vehicle height is lowered for improvements in stability, control and fuel economy.

Continuous Damping Control

Equus minimizes traditional compromises between superior ride and handling finesse by employing computer-controlled damping, which makes millisecond-to-millisecond adjustments to precisely optimize suspension settings during acceleration, braking, cornering and uneven roads. And now, you can even select suspension settings tailored for Performance (sport), Normal (daily drive) and Snow conditions.

Information Provided by:
DEALER E-PROCESS

SIGNATURE.
A SIGN OF INTELLIGENCE.

We named Hyundai's flagship rear-wheel-drive luxury sedan the Equus Signature. After all, a signature represents a very personal connection – and that's precisely the driving experience that awaits you. It's also a way to tell whether something is truly authentic. Equus Signature is certainly that.

It surrounds you with richly grained, beautifully finished wood trim accents. The leather that covers the seating surfaces? It wraps the instrument panel as well – all of it buttery soft to the touch.

For 2014, a redesigned dashboard, instrument panel, center stack, shifter, center console and steering wheel controls enhance the luxury feel and driver interaction even further. Every exchange is as effortless as the rain-sensing wipers with auto-defogging that clear your windshield. A large 9.2" color display in the center dash makes it easy to control everything from high-end audio and climate controls to an advanced navigation system and host of other thoughtful features. A sophisticated voice-recognition system lets you control many of those features using simple voice commands. Proving that intuitive interaction is another Equus signature.

17 Speakers, Perfect Hearing

The numbers alone speak to the 598-Watt Lexicon® 7.1 Discrete surround-sound audio system's level of refinement.[1] It uses 17 speakers placed strategically throughout the interior, and its LOGIC 7® Surround Sound processing creates an aural impression of music that flows around the listener, reinforcing a sense of spaciousness.

Comfort Zone, Times Three

New for 2014, Equus comes with Three-Zone Automatic Temperature Control. The driver, front passenger and second-row passengers can each set their individual preference for cabin temperature. The system responds by automatically maintaining the desired comfort level for each of these areas.

Luxury Seating For All

No matter where you sit, Equus Signature offers an exceptional level of tailored comfort. The outboard rear seats are heated and feature power recline. Up front, a 12-way power driver seat and 10-way power passenger seat include heat and cooling functions, plus power lumbar support and two driver memory settings.

FOOTNOTES

Information Provided by
REALCAR E-PROCESS

EQUUS SIGNATURE in Ivory Leather / Ash Wood

EQUUS ULTIMATE in Ivory Leather / Ash Wood

Information Provided by:
DEALER PROCESS

THE ULTIMATE.
NO MATTER WHERE YOU'RE SEATED.

When we first introduced our most technologically advanced Equus, we called it Ultimate. It was everything we believed a luxury sedan should be. But technology keeps expanding what's possible, doesn't it?

So, for our 2014 model, we're integrating a host of new features to ensure Equus Ultimate remains deserving of its name. Open any door, settle into your seat, and the first indication of the Equus Ultimate approach to your total comfort is this: As you pull the door towards you, it closes. Automatically.

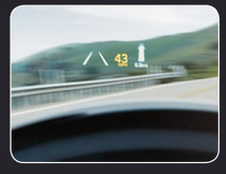
The rear compartment is enhanced by a new entertainment system. Dual 9.2" high-resolution screens enable backseat passengers to immerse themselves in video and audio entertainment. Lower the power sunshades on the rear side windows and back window. Adjust the power lumbar support, and your seat's heat or cooling settings, to your liking. Then sit back, relax…and enjoy your home theater on wheels.

Steering Wheel Haptic Dial Control

Technology transforms the driver's view with an all-new dash design centered around a larger, 12.3" color digital LCD Driver Information Display. The steering wheel's haptic dial control pictured here places instrument panel menu choices under your thumb. Choose more impactful screen graphics, adjust the size or height of the windshield's heads-up display, and turn visual alerts like Blind Spot Detection and Lane Departure Warning on or off with the flick of your finger.

360-Degree Camera Views

Multiple cameras give the driver a clear picture of what's happening all around Equus Ultimate. A forward-view cornering camera and rear backup camera combine with two new cameras in the side mirrors to capture a 360-degree visual around the entire car. A multi-view monitor lets you toggle between each camera view, making Equus easier to maneuver and more relaxing to command. Isn't that what technology should do in a luxury car?



New Driver Heads-Up Display

With the new Driver Heads-up Display, vehicle speed, turn-by-turn navigation routes and the status of Smart Cruise Control are all projected onto a windshield screen that's easily visible, day or night. Visual warning icons are also displayed for the Lane Departure Warning System and Blind Spot Detection system. Clearly, the eyes have it.

EQUUS ULTIMATE in Black Leather / Walnut Wood

TECHNOLOGY THAT PUTS YOU AT EASE. **NOT ON EDGE.**

Technology is wonderful, but only when it's easy to use. To seamlessly integrate the latest digital technologies into its interior, Equus features a new fingertip-controlled Driver Information System. For 2014, a larger 9.2" color information display makes it easier to view the unified controls for systems that include navigation, audio, multimedia DVD player and Bluetooth® phone.[1] Every new Equus comes equipped with available SiriusXM® Satellite Radio, NavTraffic® detailed traffic updates, and XM Data stocks/sports/weather services. There's also 30 GB of solid-state media storage onboard. So no worries: You'll probably run out of your favorite music and movies before Equus runs out of space to store them.

The updated Driver Information System in Equus also lets you access various features and functions using advanced voice recognition. Navigation, mobile phone dialing, address book access, radio and multimedia player – all respond to your voice commands. Don't you wish your whole world worked that way?

Enhanced Navigation

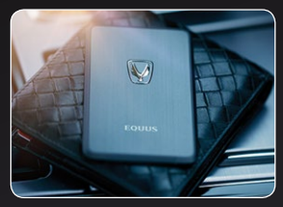
The 2014 Equus features an advanced navigation system with a larger 9.2" high-resolution display and an enhanced screen map that now includes junction views with lane guidance. Add a Hyundai Blue Link® subscription, and you can search for the cheapest gas prices or highest-rated restaurants using voice commands.[2] XM NavTraffic is also close at hand, so routes can be planned and updated using detailed traffic conditions.[3]

A New Twist On Playlists

Gracenote music recognition and Cover Art make it easy to manage the music you love. Gracenote can identify song titles from broadcast sources and help drivers embellish their playlists. You can also rediscover your playlists in new ways using simple voice commands. Say "More Like This" to create killer playlists by tapping into the current song playing and finding similar songs based on genre, era, origin, or artist type.[5]

Call The Tune

The Equus audio system lets you choose the source of your musical entertainment: Everything from SiriusXM® Satellite Radio and HD Radio™ to a multimedia player, a playlist on your iPod®/MP3 player, or Bluetooth® audio streaming via your paired smartphone or tablet.[4]



A New All-Access Pass

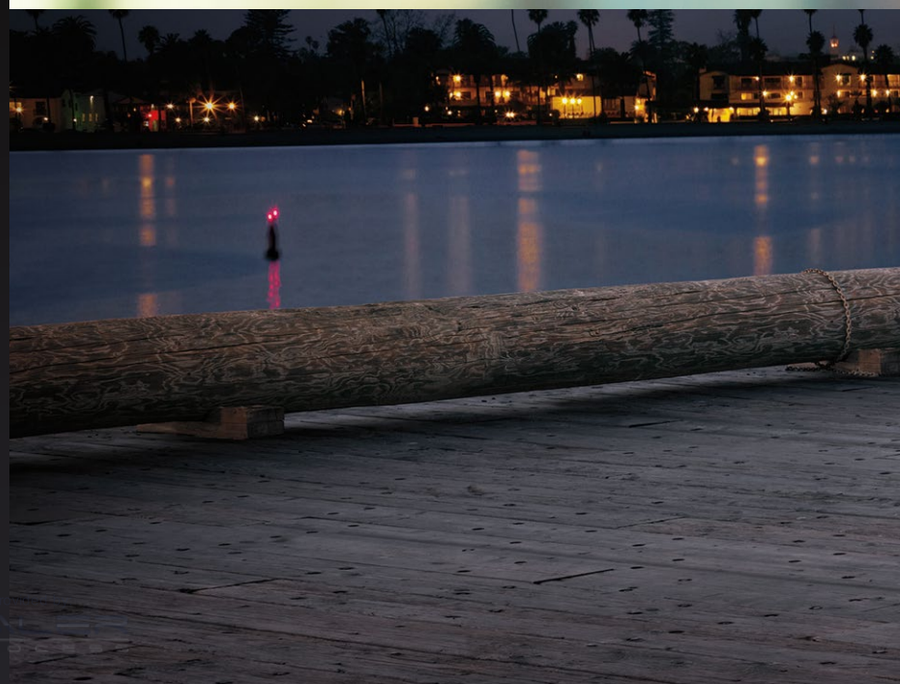
In addition to its smart push-button key fobs, Equus now comes with a second proximity key option: A new credit card-sized smart key with a sleek design void of buttons. Ideal for valet parking, it offers convenient front-row access to the 17-speaker concerts you'll enjoy inside of your car.

FOOTNOTES

ASSURANCE CONNECTED CARE: NOW MORE THAN EVER, HYUNDAI'S GOT YOUR BACK.

Hyundai made a name for itself by offering assurance that, when you need us, we'll be there. And now, our commitment goes even further with Assurance Connected Care, powered by Blue Link. It's Hyundai's newest way of keeping you assured and secured while you're driving. Assurance Connected Care includes features like Monthly Vehicle Reports that summarize how your Equus is performing. Automatic Collision Notification that pinpoints your location in emergencies.[1] And Maintenance Alerts that offer helpful reminders for things like tune-ups and oil changes.

Technically, convenience and peace-of-mind aren't listed as standard features. But you'd never know it, thanks to our Enhanced Roadside Assistance. Or a Service Link that makes it easy to schedule service appointments, even from your car. Making worry go away – it's a feature you're sure to appreciate in a luxury car. With Assurance Connected Care, it's a standard feature every Equus owner enjoys.[2]



FOOTNOTES

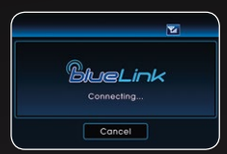
EQUUS ULTIMATE in White Satin Pearl

HYUNDAI BLUE LINK:
LIFE, MADE EASIER.

Blue Link is Hyundai's advanced technology platform that powers a suite of innovative infotainment, safety and service features. In addition to Assurance Connected Care, Blue Link includes a variety of other enhancements that let you navigate, connect and discover with the push of a button. Or the sound of your voice. For details, please visit HyundaiBlueLink.com.

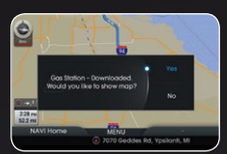
Like A Universal Remote

Download the Blue Link Mobile App to your Android® or Apple™ smartphone, and you'll have remote access to your vehicle from virtually anywhere. You can remotely lock and unlock your car. Or flash the lights and honk the horn to find it in a crowded parking lot. You can also start your car remotely so the temperature inside is just right by the time you arrive.[3]



Like A Security Force

You can't keep your eyes on your Hyundai all the time. But we can help. Stolen Vehicle Recovery can locate your Equus in a pinch, while Geo-Fence and Curfew Alerts notify you (by text, automated phone message or email) when the geography or drive-time boundaries you've set are exceeded.



Like An Expert Guide

More than getting you to your destination, Blue Link offers features that tell you what you'll find when you arrive. Use voice commands to find points of interest, the fastest routes with the least amount of traffic, the lowest-priced gas nearby, the highest-rated restaurants, and more.

EQUUS ULTIMATE in Black Noir Pearl

PREPARES FOR THE UNTHINKABLE.
BY THINKING OF EVERYTHING.

Equus doesn't just pamper. It protects using state-of-the-art technology. One example: A Lane Departure Warning System that uses haptic tugs on the seatbelt to gently warn you if the car starts to drift outside of its lane unintentionally. If no correction is made, an alert sounds. Nine airbags stand ready to deploy in the event of a collision.[1]

A new 360-degree multi-view camera system is now available, with four cameras ideally positioned to offer all-around visibility for easier parking and narrow-street navigation. A forward-view camera also aids in cornering by capturing the road ahead as you turn.

The safety enhancements offered by this 360-degree multi-view camera system are augmented by a Blind Spot Detection System and a Rear Cross-traffic Alert System, which helps when reversing out of parking spots by alerting the driver to oncoming cross traffic. Equus will even assist the driver in applying optimal braking pressure should a panic situation be detected. So this should come as no surprise: The Insurance Institute for Highway Safety rates Equus a 2013 Top Safety Pick.[2]

Active Safety

Vehicle Stability Management links and optimizes Electronic Stability and Traction Control Systems, Brake Assist, Electronic Brake-force Distribution and a Lane Departure Warning System.[3] Four-piston ABS front calipers grip large brake rotors, which are ventilated to help cool under hard braking for minimal brake fade. So you can remain cool, too.

EQUUS ULTIMATE in Platinum Metallic

Information Provided by
DEALER E-PROCESS

Smart Cruise Control With Stop/Start

Equus uses radar to maintain a desired speed and distance from vehicles in front of you, and comes to a full stop automatically when the traffic ahead stops. Smart Cruise Control reengages if the vehicle ahead of you moves forward within 3 seconds.

Lane Departure Warning System

Equus is the first Hyundai to offer an available Lane Departure Warning System, which alerts drivers to unintended lane changes. Audible, visual and haptic warnings are triggered to restore the driver's attention in cases where the car drifts or changes lanes without using a turn signal.

Nine Airbag Safety System

Front, side-impact and side curtain airbags are supplemented by a driver's knee airbag and rear side-impact airbags. Working together with the seatbelt tensioning system and electronic active front headrests, they provide cocoon-like integrated safety.

FOOTNOTES

Information Provided by:
DEALER E-PROCESS

2014 EQUUS **EXTERIOR COLORS**

WHITE SATIN PEARL

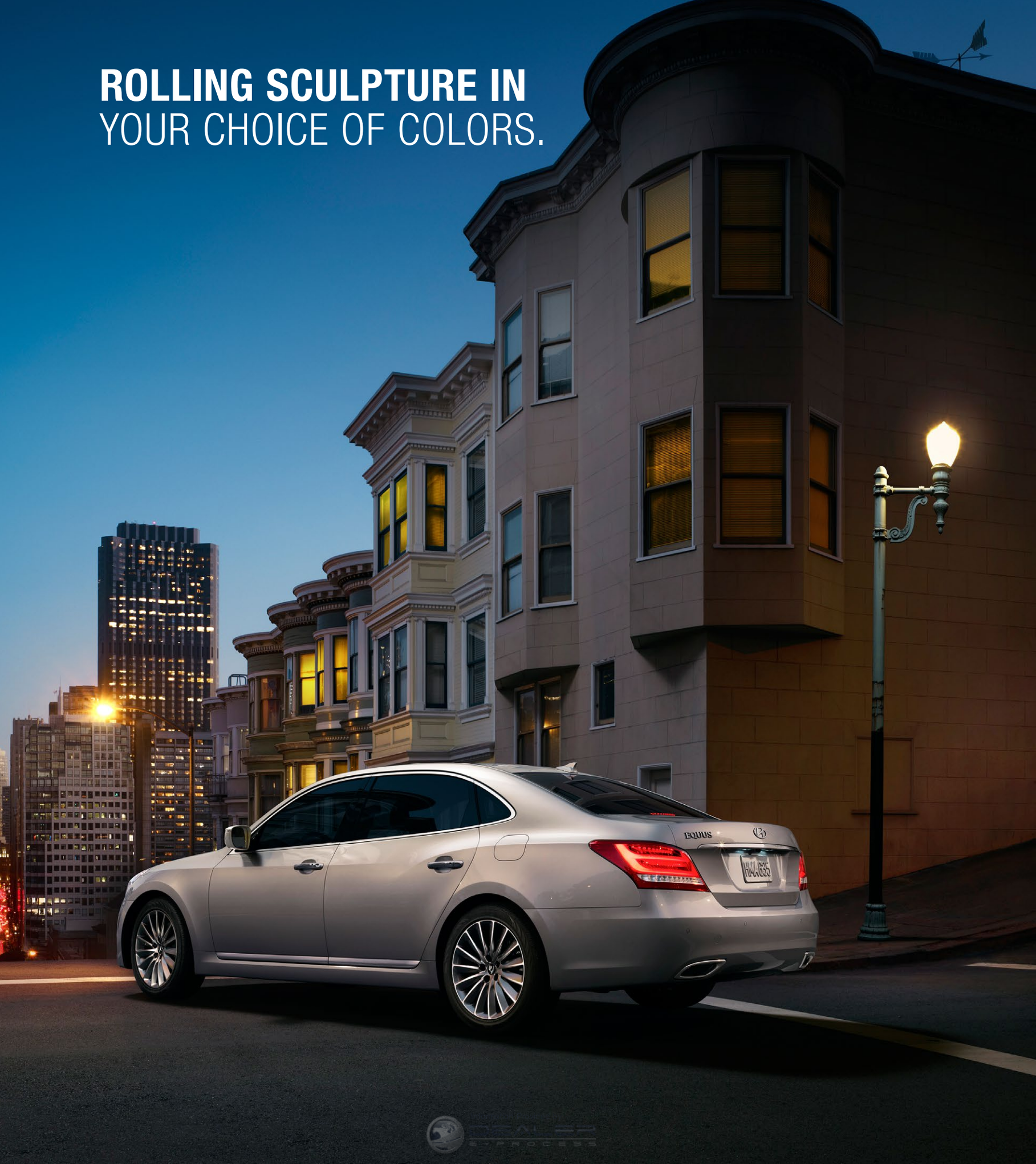
PLATINUM METALLIC

TITANIUM GRAY METALLIC

NIGHT SHADOW BROWN

BLACK NOIR PEARL

Information Provided by:
DEALER E-PROCESS

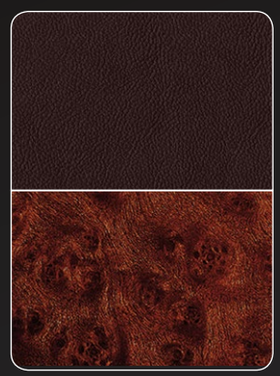

ROLLING SCULPTURE IN
YOUR CHOICE OF COLORS.
EQUUS

CRAFTSMANSHIP THAT
CELEBRATES THE SENSES.

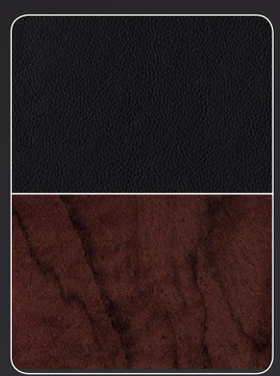
2014 EQUUS **INTERIOR COLORS**

IVORY LEATHER / ASH WOOD

SADDLE BROWN LEATHER / MADRONA WOOD



JET BLACK LEATHER / WALNUT WOOD



HYUNDAI AT YOUR SERVICE

The Equus service center comes to you. The owner's manual is available as a downloadable Apple iPad® app.

Hyundai At Your Service is an entirely new kind of luxury service. For an entirely new kind of luxury car.

- **Free Maintenance:** All of the normal scheduled maintenance included in the Equus Owner's Manual is covered for 3 years or 36,000 miles.
- **Valet Service:** When it's time for an oil change, tune-up or any other service, contact us by phone or iPad app. We'll pick up your car, deliver a courtesy replacement vehicle, and return your Equus when it's ready.
- **Customer Connect Center:** Get quick answers to questions about warranty coverage, feature functionality, and more. Call (877) 378-8727 seven days a week from 5:00 am to 9:00 pm (PST).

AMERICA'S **BEST WARRANTY**

POWERTRAIN LIMITED WARRANTY	**NEW VEHICLE** LIMITED WARRANTY	**ANTI-PERFORATION** WARRANTY	**24-HOUR** ROADSIDE ASSISTANCE
10 YEARS 100,000 MILES	5 YEARS 60,000 MILES	7 YEARS UNLIMITED MILES	5 YEARS UNLIMITED MILES

HYUNDAI Assurance

VISIT HYUNDAIASSURANCE.COM FOR DETAILS.

FOOTNOTES

PAGE 8

[1] Lexicon® is a registered trademark of Harman International Industries, Incorporated.

PAGE 13

[1] The Bluetooth® wordmark and logos are registered trademarks owned by Bluetooth SIG, Inc., and any use of such marks by Hyundai is under license. Other trademarks are those of their respective owners. [2] Blue Link® subscription service agreement required. Features vary by subscription plan. Terms and conditions of subscription agreement apply. Blue Link service works using CDMA-based cellular networks in the 50 United States. Blue Link service is not available where there is no cellular coverage, particularly in enclosed or remote areas. Service availability may be affected by the signal strength, foliage, weather, topographical conditions (mountains) and nearby structures (tall buildings, tunnels) and other factors. For additional details and system limitations, visit HyundaiBlueLink.com. Hyundai is a registered trademark of Hyundai Motor Company. All rights reserved. ©2013 Hyundai Motor America. [3] SiriusXM Satellite Radio and NavTraffic require a subscription, sold separately by SiriusXM after a complimentary 90-day subscription from Hyundai Motor America. If you decide to continue SiriusXM service after the trial period, the plan you choose will automatically renew and bill at then-current rates until you call SiriusXM to cancel. See the Customer Agreement for complete terms at siriusxm.com. All fees and programming are subject to change. Traffic and weather channels only available in select markets, and SiriusXM service is only available in the 48 contiguous United States. See your dealer for details. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. All other trademarks are property of their respective owners. [4] The HD Radio, HD Digital Radio and HD Digital Radio Alliance are wordmarks and trademarks of iBiquity Digital Corporation, used under license by the HD Digital Radio Alliance. [5] Gracenote and More Like This™ are either a registered trademark or a trademark of Gracenote, Inc. in the United States and/or other countries.

PAGE 14

[1] Blue Link agents will contact existing emergency service responders. Only use Blue Link and corresponding devices when it is safe to do so. [2] Assurance Connected Care includes 3 years of the Blue Link Assurance Package. Three-year term starts from the new-vehicle date of first-use and is available for new-vehicle purchases after May 16, 2013 for the duration of the program. See Hyundai.com or your authorized Hyundai dealer for full details. [3] Android is a registered trademark of Google Inc.

PAGE 17

[1] The Supplemental Restraint System (SRS) is designed to work with the 3-point seatbelt system. The SRS deploys in certain frontal and/or side-impact conditions where significant injury is likely. The SRS is not a substitute for seatbelts, which should be worn at all times. Children under the age of 13 should be restrained securely in the rear seat. NEVER place a rear-facing child seat in the front seat of a vehicle that has a passenger-side airbag. [2] IIHS Top Safety Pick: Based on Insurance Institute for Highway Safety 40 mph moderate overlap frontal crash test, 31 mph side-impact test, 20 mph rear-impact test and roof strength testing. Test performed by the Insurance Institute for Highway Safety. For details, visit www.iihs.org. [3] Electronic Stability Control (ESC) cannot control your vehicle's stability under all driving situations. ESC is not a substitute for safe driving practices. No system, no matter how advanced, can overcome physics or correct poor driving. The driver is always responsible for controlling the vehicle and must use caution to avoid loss of control in all driving conditions. Speed, road conditions and driver steering input will affect whether ESC can help prevent loss of control. See Owner's Manual for details. The Traction Control System is meant to enhance conscientious driving habits and is not a substitute for safe driving practices.

See dealer for LIMITED WARRANTY details. Fuel economy estimated by EPA for comparison only. Mileage may vary. While the information contained in this brochure was correct at the time of printing, specifications and equipment can change. Feature comparisons based on competitor information available at the time of printing. No warranty or guarantee is being extended in this brochure, and Hyundai reserves the right to change product specifications and equipment at any time without incurring obligations. Some vehicles are shown with optional equipment. Specifications apply to U.S. vehicles only. Please contact your Hyundai dealer for current vehicle specifications. As part of Hyundai's commitment to a responsible environment, this brochure is printed using paper certified by the Forest Stewardship Council™. FSC® certification helps ensure that the highest social and environmental standards are met in the making of the paper we use, contributing to conservation, responsible management, and community level benefits for people near the forests.

FSC www.fsc.org MIX Paper from responsible sources FSC® C101537

HYUNDAI | NEW THINKING. NEW POSSIBILITIES.

CONNECT WITH HYUNDAIUSA.COM/SOCIAL | Become a fan of Hyundai on Facebook, follow us on Twitter, enjoy our latest videos on YouTube, and more.

EXPLORE HYUNDAI.COM | Be sure to visit our website, where you can build your own Equus, locate a Hyundai dealer near you, and best of all – schedule a test drive.

©2013 HYUNDAI MOTOR AMERICA NP020 N2014

Information Provided by
REALCO
E-PROCESS